

1. (currently amended) A computer-implemented method for selectively displaying Internet advertisements, comprising the acts of:

allowing a user to choose at least one advertisement channel from an advertisement channel menu presenting plural advertisement channels;

displaying advertisements at least partially based on what channel is selected by the user;

displaying a menu of user definable advertising attributes, wherein the user definable attributes include at least one of: city, zip code, retailers, distance of travel to a retailer, ~~means for delivery,~~ retail only, or wholesale only.

2. (original) The method of Claim 1, further comprising the act of:

allowing the user to create an advertisement window in which advertisements are displayed.

3. (canceled).

4. (currently amended) The method of Claim [3]1, further comprising the act of:

allowing the user to establish the values of the user definable attributes.

5-7. (canceled).

8. (previously presented) The method of Claim 1, further comprising the act of:

displaying at least one advertisement corresponding to a user selected advertisement channel.

9. (previously presented) The method of Claim 1, wherein the advertisement channel menu includes at least one of: a travel advertisement channel, a food advertisement channel, an automotive advertisement channel, a clothing advertisement channel, a music advertisement channel, a movie advertisement channel, an antiques advertisement channel, a hardware advertisement channel, a sporting goods advertisement channel, a housewares advertisement channel, an art supplies advertisement channel.

10. (original) The method of Claim 1, wherein the advertisements are displayed at a device that receives Internet content and television broadcast content.

11. (currently amended) A system for selectively displaying Internet advertisements, comprising:

at least one server;

at least one database connected to the server, the database storing plural Internet advertisements;

at least one user computer connected to the server via an Internet connection, the server transmitting plural Internet advertisements to the user computer, the user computer including a program for allowing a user of the user computer to determine a type of advertisement to display at least in part based on a user selection of one of plural advertisement channels, wherein the program further comprises:

logic means for displaying a menu of user definable advertisement attributes, wherein the user definable attributes include: city, zip code, retailers, distance of travel to a retailer, ~~means for delivery,~~ retail only, or wholesale only.

12. (original) The system of Claim 11, wherein the program comprises:  
logic means for allowing a user to define attributes; and  
logic means for displaying advertisements at least partially based on the user defined attributes.
13. (canceled).
14. (previously presented) The system of Claim 11, wherein the program further comprises:  
logic means for allowing the user to establish the values of the user definable advertisement attributes.
15. (canceled).
16. (original) The system of Claim 11, wherein the program further comprises:  
logic means for displaying a menu of advertisement channels.
- 17, 18 (canceled).

19. (previously presented) The system of Claim 16, wherein the menu of advertisement channels includes at least one of: a travel advertisement channel, a food advertisement channel, an automotive advertisement channel, a clothing advertisement channel, a music advertisement channel, a movie advertisement channel, an antiques advertisement channel, a hardware advertisement channel, a sporting goods advertisement channel, a housewares advertisement channel, an art supplies advertisement channel.

20. (original) The system of Claim 11, wherein the program further comprises:  
logic means for allowing the user to create an advertisement window in which advertisements are displayed.

21. (original) The system of Claim 11, further comprising:  
at least one television connected to the server via an Internet connection, the server transmitting plural Internet advertisements to the television, the television including a program for selectively displaying Internet advertisements.

22. (currently amended) A computer program device, comprising:  
a computer readable means having logic means for selectively displaying Internet advertisements, comprising:  
logic means for allowing a user to define advertising attributes;  
logic means for displaying advertisements at least partially based on the user defined attributes;

means for displaying at least one advertisement corresponding to a user selected advertisement channel;

logic means for displaying a menu of user definable attributes;

logic means for allowing the user to establish the values of the user definable attributes, wherein the user definable attributes include: advertisement type, city, zip code, retailers, distance of travel to a retailer, ~~means for delivery~~, retail only, or wholesale only..

23-25 (canceled).

26. (original) The program device of Claim 22, wherein the computer readable means further comprises:

logic means for displaying a menu of advertisement channels.

27, 28 (canceled).

29. (previously presented) The program device of Claim 26, wherein the menu of advertisement channels includes at least one of: a travel advertisement channel, a food advertisement channel, an automotive advertisement channel, a clothing advertisement channel, a music advertisement channel, a movie advertisement channel, an antiques advertisement channel, a hardware advertisement channel, a sporting goods advertisement channel, a housewares advertisement channel, an art supplies advertisement channel.

30. (currently amended) A computer-implemented method for viewing advertisements on a computer system, comprising the acts of:

selecting at least one attribute in an advertising window for displaying advertisements; and  
viewing in the advertising window at least one of a series of advertisements corresponding to a selected attribute, wherein each advertisement within the series embodies the selected attribute, wherein the attribute is selected from the group consisting of: advertisement type, city, zip code, retailers, distance of travel to a retailer, ~~means for delivery~~, retail only, wholesale only, and advertisement channel.

31. (canceled).